

## CLAIMS

1. A method of producing a customized book, the method comprising:  
providing a book wherein the book has text blanks for insertion therein of customized  
text and image blanks for insertion therein of customized images;  
5 receiving text from a customer, wherein the text is designated for insertion into the book  
at the text blanks;  
receiving an at least one image from a customer, wherein the at least one image  
designated for insertion into the book at the image blanks;  
integrating the received text and images into the stock book; and  
printing the customized book.
2. The method of claim 1 wherein receiving the text and images further comprises  
downloading the text and images from a Website.
3. The method of claim 1 wherein the text further comprises names.
4. The method of claim 1 wherein the at least one image is selected from the group  
consisting of photographs, drawings, computer images and stock images.
5. The method of claim 2 further comprising allowing the customer to select the location  
and placement of the at least one image in the book.
6. The method of claim 1 wherein the method further comprises  
receiving recorded sounds from the customer; and  
20 inserting the recorded sounds into the customized book.
7. A method for the production of a customized product, the method comprising:  
providing a customer with a list of customizable products;

receiving from the customer a selection of a product for customization;  
querying the customer for a set of custom information in response to the customer's  
selection of the customizable product;

receiving from the customer the set of custom information; and

integrating the set of custom information into the desired product.

8. The method of claim 7 wherein the customized product is selected from the group  
consisting of a book, a toy, a game, and a business product.

9. The method of claim 7 wherein the set of custom information includes text.

10. The method of claim 7 wherein the set of custom information includes names.

11. The method of claim 7 wherein the set of custom information includes images.

12. The method of claim 7 wherein the set of custom information includes sounds.

13. The method of claim 7 wherein providing the customer with a list of customizable  
products further comprises providing a downloadable Web page accessible through the Internet.

14. The method of claim 7 wherein the querying the customer for a set of custom information  
further comprises providing a custom product with image blanks and text blanks.

15. A method for customizing a book, the method comprising:

querying a customer for a set of custom information;

receiving from the customer the set of custom information;

querying the customer for at least one image for inclusion in the customized book;

receiving from the customer at least one image;

integrating the set of custom information and the at least one image into a layout for the  
customized book; and

printing the customized book.